AMENDMENTS TO THE CLAIMS

1. – 14. Cancelled

15. (New) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorants, wherein the concentration of said colorants in the coating composition is about 0.001 wt.% to about 50 wt.%.

16. (New) The coating composition of claim 15, wherein the concentration of said colorants in said coating composition is about 0.001 wt.% to about 20 wt.%.

17. (New) The composition of claim 15, wherein said colorants comprise dyes or pigments.

18. (New) The coating composition of claim 17, wherein said dyes are selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphylmethanes, quinolones, stilbenes and triphenylmethanes.

19. (New) The coating composition of claim 17, wherein said pigments are selected from the group consisting of azo (monoazo, disazo), naphthol, naphthol AS, salt type (lakes), benzimidazolone, condensation, metal complex, isoindolinone, isoindoline and polycyclic (phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, quinophthalone) pigments.

20. (New) The coating composition of claim 19, wherein said pigments have a particle size of less than about 150nm.

21. (New) The coating composition of claim 20, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.3 mm.

22. (New) The composition of claim 20, wherein said pigments are produced by milling organic pigments with milling media having a particle size less than about 0.1 mm.

23. (New) The coating composition of claim 15, wherein said resinous binder comprises a curable polymer composition.

24. (New) The coating composition of claim 15, wherein said reflective pigment is selected from the group consisting of aluminum flake, metal oxide coated mica, graphite flake, and metallic covered glass flake.

25. (New) The coating composition of claim 24, wherein the concentration of said reflective pigment is in said coating composition is about 0.1 wt.% to about 50 wt.%.

26. (New) A coated article comprising a substrate and the coating composition of claim 15, wherein said colorants are present in a first layer and said reflective pigments are present in a second layer underlying said first layer.

27. (New) The coated article of claim 26, further comprising a third layer overlying said first layer, said third layer comprising an uncolored polymer composition.

28. (New) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorant dyes and reflective pigments, wherein said dyes absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorant dyes, said dyes being selected from the group consisting of acridines, anthraquinones, coumarins, diphenylmethanes, diphenylnaphylmethanes, quinolones, stilbenes and triphenylmethanes.

29. (New) The coating composition of claim 28, wherein the concentration of said colorant dyes in said coating composition is about 0.001 wt.% to about 50 wt.%.

30. (New) The coating composition of claim 28, wherein the concentration of said reflective pigment is in said coating composition is about 0.1 wt.% to about 50 wt.%.

31. (New) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorant pigments and reflective pigments, wherein said colorant pigments absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorant pigments, said colorant pigments being selected from the group consisting of azo (monoazo, disazo), naphthol, naphthol AS, salt type (lakes), benzimidazolone, condensation, metal complex, isoindolinone, isoindoline and polycyclic (phthalocyanine, quinacridone, perylene, perinone, diketopyrrolopyrrole, thioindigo, anthraquinone, indanthrone, anthrapyrimidine, flavanthrone, pyranthrone, anthanthrone, dioxazine, triarylcarbonium, quinophthalone) pigments.

32. (New) The coating composition of claim 31, wherein said colorant pigments have a particle size of less than about 150 nm.

33. (New) The coating composition of claim 31, wherein the concentration of said colorant pigments in said coating composition is about 0.001 wt.% to about 20 wt.%.

34. (New) The coating composition of claim 31, wherein the concentration of said reflective pigment is in said coating composition is about 0.1 wt.% to about 50 wt.%.

35. (New) A coating composition for applying to a substrate comprising:

a resinous binder having dispersed therein colorants and reflective pigments, wherein said colorants absorb visible light at a first wavelength band and produce fluorescent light at a second wavelength band when exposed to visible light, said coating composition exhibiting a first appearance on face dominated by absorbance of light by said colorants and a second appearance on flop dominated by fluorescence of the colorants, wherein said reflective pigment is selected from the group consisting of aluminum flake, metal oxide, coated mica, graphite flake, and metallic covered glass flake, and wherein the reflective pigment present in the coating composition in a concentration of about 0.1 wt.% to about 50 wt.%.